

Seven hundred and fifty words of fact for the keyboard player who's tired of being flannelled.

Have you ever noticed that most advertisements tend to be low on fact and high on flights of fancy.

At Korg we believe enough is enough.

So we've produced an advertisement that's fact, and nothing but fact.

Sound

Sound is vibration in the air.

Electronic sound is produced by variations in an electric current which vary the strength of a magnet which moves a loudspeaker cone - which causes vibration in the air.

The key to all synthesisers is the machine's ability to produce at will complex vibrations in that electric current.

The Penny-whistle and the Synthesiser

Pennywhistles are amongst the oldest of musical instruments in the world.

They have two unusual characteristics.

They are childishly simple to make.

And they never go out of tune unless they're damaged.

Synthesisers are rather different.

They're highly sophisticated pieces of electronics.



And most of them go out of tune all too readily.

One of the reasons is that they use electricity.

Electricity produces heat. Which in turn can distort the characteristics of the electronic elements.

At last-intune Synthesisers

Korg are one of the world's leading manufacturers of synthesisers.

Traditionally the company has been an innovator.

One of their most recent is the introduction of a

complete range of synthesisers - that always stay in tune.

The methodology is complex - and the subject of a number of patents.

However, it is enough to say that almost alone,

a musician playing Korg can give an intune performance from the moment the power is turned on.



THE KORG 800 DV SYNTHESISER is basically two synthesisers in one! Two synthesisers, because it has two completely independent Hi/Lo Traveller filters, twin voltage controlled oscillators, twin envelope generators, and double the versatility throughout. Each function on the "Upper" section can be operated completely independent from the "Lower" section.

THE SYNTHESISER KORG 700S has exceptional note stability. It's easy to operate and any instrumental sound, colours, effect and original sounds can all be produced. Because the traveller can freely control harmonics upon properly setting the two knobs, sound from every audible music range, the human voice, and even "unreal" sounds can be produced by one touch of the finger.

THE SYNTHESISER KORG PRESET has 37 keys, a range of 9 octaves, a choice of 29 tone colours ranging from bassoon to violin. It has effect switches and a comprehensive range of effects slide controls.

THE KORG 770 SYNTHESISER has two built in oscillators which means that not only can you get two different tone colours simultaneously, but two sounds with different intervals, three to five parallel tone colours, and scaled noise can also be produced. In addition by use of the ring modulator, non-integral harmonics such as vibrant gongs and chimes can also be obtained. The 770 also has an external input jack to which an electric guitar, electric piano, microphone or another synthesiser can be connected, the tone colours of these various instruments can be changed by using the VCF Envelope Generator and Ring Modulator circuits and by combining white noise and pink noise.

The Range

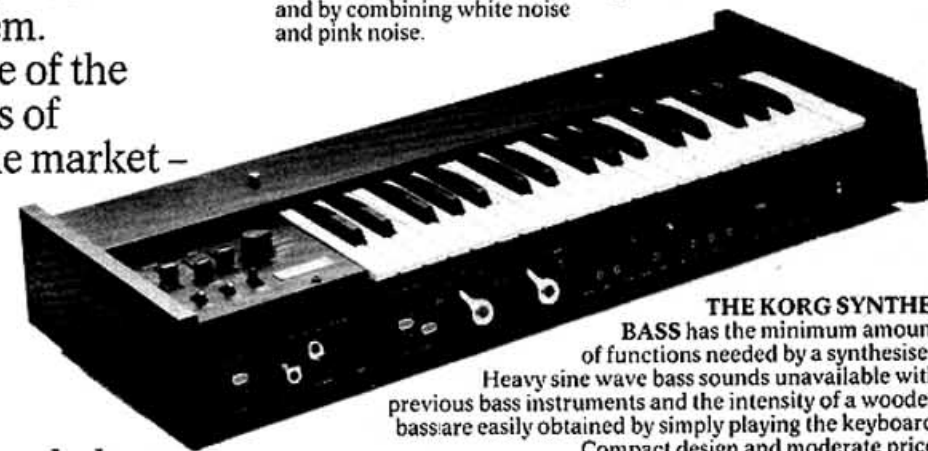
Korg then have got the electronics right.

But that alone is only part of the reason for choosing them.

Because Korg have one of the most comprehensive ranges of synthesisers available on the market - Monophonic, Polyphonic, Manual or Preset. At prices which are surprisingly low for such reliability and versatility.

It has been created to give the professional keyboard player a choice of equipment and effects that can be used to meet the most exact requirements.

And all at a price that is spectacularly better than almost anything else available on the market.



THE KORG SYNTHESISER BASS has the minimum amount of functions needed by a synthesiser. Heavy sine wave bass sounds unavailable with previous bass instruments and the intensity of a wooden bass are easily obtained by simply playing the keyboard. Compact design and moderate price.

THE POLYPHONIC ENSEMBLE 1000 is a new breed of keyboard instrument. With individual tuning for each note, a natural and colourful expressiveness is achieved. Its intricate electronic design provides a kaleidoscope of piano qualities plus an independent synthesised section that runs the gamut of polyphonic sounds.

THE KORG POLYPHONIC ENSEMBLE "ORCHESTRA" 2000 has a unique string instrument. It provides two chorus, two pipe organ, two brass, and two string presets. These sounds can be varied even further by bass and treble controls. Attack and sustain are controllable as well and the master phasing control adds to the dynamic nature of this instrument.

For more information fill in the coupon below.

Dear Korg,

Thanks for the flannel free facts. Please send me a brochure and a dealer list. I could be interested in buying a Korg

NAME _____
ADDRESS _____

IM-9/77.

KORG Rose-Morris HOHNER

KORG KEYBOARDS.

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